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AMENDMENTS TO THE CLAIMS

Kindly amend the claims as follows:

1. (Currently Amended) The method according to claim 26 and wherein said tracking comprises:

electronically receiving new ownership information about at least one retail

product to be physically transferred to a new owner; and

electronically registering ownership of said at least one retail product to said

new owner; and

when requested, providing verification that a retail entity selling a retail

product of interest is registered as the owner of said retail product.

2. (Original) The method according to claim 1 and wherein said electronic transferring comprises communicating along a substantially secure communications line.

3. (Previously Presented) The method according to claim 1 and also comprising having a unique article number assigned to each said at least one retail product.

4. (Original) The method according to claim 3 and also comprising having said unique article number encoded.

5. (Original) The method according to claim 3 and also comprising having said unique article number encoded as a bar code.

6 - 10. (Cancelled)

11. (Currently Amended) A counterfeit detection method comprising:

reading a label on a retail product; and

providing a certificate of authenticity of said retail product if an identification

code encoded in said label and identifying said retail product is registered by

a third party authority to a store from which said retail product was is to be

bought.

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12. (Currently Amended) The method according to claim 11 and wherein said ~~electronically~~ reading comprises scanning said label with a bar code reader.

13. (Original) The method according to claim 11 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

14. (Original) The method according to claim 11 and wherein said providing occurs at said store.

15. (Currently Amended) A counterfeit detection method comprising:

in a store, electronically reading a label on a desired retail product;

transmitting a retail product identification code encoded in said read label to

~~an~~ a third party authentication unit;

receiving an indication from said authentication unit whether or not said retail

product identification code is registered to said store; and

if said indication is positive, generating a certificate of authenticity for said

desired retail product.

16. (Original) The method according to claim 15 and wherein said electronically reading comprises scanning said label with a bar code reader.

17. (Original) The method according to claim 15 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

18 - 21. (Cancelled)

22. (Currently Amended) A point of sale unit comprising:

a reader to read a label attached to a retail product; and

a unit to query ~~an~~ a third party authentication unit to certify that the

authorized owner of said retail product is the owner registered in said point of

sale unit.

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23. (Original) The unit according to claim 22 and also comprising a display unit to display verification or denial of authenticity, according to results of said query.

24. (Original) The unit according to claim 22 and also comprising a printer to print a certificate of authenticity, if said results of said query are positive.

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (Currently Amended) A method according to claim 11 and also comprising:

> said third party authority tracking title to retail products, each said retail product having its own identification code.